

SIERRA MADRE NEWS

VOL. VI

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, FRIDAY, NOVEMBER 7, 1913

NO. 6

MUMS MAKE GREAT SHOW AT THE FETE

Chrysanthemums in all their regal glory hold sway at the Woman's Club House where the annual Chrysanthemum Fete is in progress this week. In addition there is a magnificent showing of dahlias, asters and other fall flowers, roses, native California plants, and garden vegetables. The showing is one for Sierra Madre to be proud of, in spite of the lateness of the season.

Exhibits are arranged around the four walls of the auditorium, in the lobby and in the spacious west porch which has been screened with palm leaves to make a good sized room. In addition to the exhibits of flowers are interesting displays of fruit and vegetables. W. W. Felgate has a table showing about fourteen varieties of garden vegetables, from the Barlow grounds. The specimens shown are unusually large and perfect. Specimens of small trees and the fruit of the avocado are shown by M. W. Capps. The fruit of the sapote is shown by Mrs. L. M. Rice and F. P. Conard shows an edible palm fruit.

Professional Exhibits

In addition to the exhibits from private grounds are interesting displays from various nurseries. Irving N. Ward has a handsome showing of choice roses, with a variety of other plants which reflect credit upon the local nursery. Sadie A. Thomas of Pasadena has a magnificent showing from her chrysanthemum gardens, and Pasadena is also represented with a fine showing of dahlias and other fall flowers from the Laurie nursery. Theodore Payne has an interesting exhibit of nearly 100 plants and shrubs native to California.

Cafeteria Is Popular

Under the skillful supervision of Mrs. W. E. Walker the cafeteria served a large number of people with a delicious dinner last evening, while the candy booth in charge of Miss Hilda Caley and Mrs. Louis Dietz dispensed home made sweets to appreciative customers.

Thursday afternoon Misses McAfee and Whalen entertained the visitors with choice violin and piano selections. In the evening a treat was afforded by Miss Roberts of the Cumnock school who gave readings from Madame Butterfly. Her delightful interpretations evoked the most enthusiastic applause and appreciative comment.

This evening will take place the chrysanthemum dance and cotillion. It is expected to be an unusually attractive event as much thought and care have been given to arrangements for the cotillion.

General arrangements for the chrysanthemum fete have been in the hands of Mrs. F. P. Conard who has performed her duties most creditably, as have her large force of assistants. The social side of the fete and the dance have been in charge of the following patronesses: Meses. Osgood, Ingraham, Lawless, F. C. Wright, Allen, Baker, Nourse, Fairbank, Mason, Rust, Camp and Krebs.

Awards of Prizes

Judges in the competitions were Messrs. H. I. Richards Theodore Payne and Ernest Braunt. The list of exhibitors winning prizes in the various classes follows:

CHRYSANTHEMUMS

Mrs. Geo. H. Lettau, two first prizes and two second prizes.

Mr. W. W. Felgate, three first prizes and two second prizes.

Dr. L. L. Krebs, two first prizes and two second prizes.

Mrs. W. S. Andrews, one first prize.

Mrs. A. Johnson, one first prize.

Mrs. W. J. Lawless, one first prize.

Mrs. C. H. Baker, three first prizes and five second prizes.

Miss Thomasella Graham, three first prizes and one second prize.

Mr. R. A. Fowler, one first and one second prize.

Mrs. L. E. Steinberger, prize for table with greatest number of varieties.

POTTED PLANT COLLECTION

Miss Thomasella Graham, first prize.

POTTED CHRYSANTHEMUMS

Mr. R. A. Fowler, first prize.

Mrs. W. J. Lawless, second prize.

DAHLIAS

Dr. L. L. Krebs, seven first prizes, one second prize.

Mrs. W. J. Lawless, two second prizes.

Mrs. F. D. R. Moore, one first and one second prize.

Mrs. C. H. Baker, one first prize.

FRUITS

Mrs. J. Rice, first prize.

Mr. M. W. Capps, second prize.

VEGETABLES

Mr. W. W. Felgate, first prize.

ROSES

Mrs. F. J. Hart, three first and two second prizes.

Mrs. G. H. Lettau, one first prize.

Mrs. J. T. Mason, one first prize.

Mrs. A. Johnson, one first and two second prizes.

Mr. T. Lambert, one first and two second prizes.

HEWITT APPOINTMENT IS POPULAR

News of the appointment of Senator Leslie R. Hewitt to a position on the superior bench was received with gratification by his friends and admirers in Sierra Madre. Particular interest is felt here because of his work in piloting the city through the legal maze of the local water situation. Only those who know the difficulties encountered have an adequate conception of the amount of ability and hard work required for the job. It was one of the very few pieces of legal work undertaken by Senator Hewitt outside of his duties as city attorney of Los Angeles and special counsel for the harbor commission. His wide experience and knowledge of the laws governing municipalities and water rights made his services peculiarly valuable. He won many cases of far reaching importance for the city of Los Angeles but he performed outside the courts much of his most important work for the city and the work that will give his opinions the greatest weight. Those who have worked with him have found him to be keenly conscientious in regard to the public welfare and to have an amazing capacity for hard work.

BOARD OF TRADE MEETING

November meeting of the Board of Trade will be held next Monday evening in the city hall. An unusual number of important matters which are to come before the board should bring out a large attendance.

NEED FOR FIRE LINES

Protection for Forest Reserve Urged on Co-operative Scheme

Chief Ranger Sloan of the U. S. forest service was in Sierra Madre Monday in the course of an inspection trip through this part of the forest reserve. Incidentally he devoted a little time to an effort to stir up interest in fire protection for the nearby watershed.

Inquiry revealed plenty of interest in fire protection but a difficulty in solving the financial problems attached. Mr. Sloan explained that Uncle Sam is so poverty stricken as to be unable to furnish much money for the purpose. Consequently a large part of the burden falls upon the communities adjacent to the reserve, which must be willing to spend money to insure the permanency of their water supply.

Wants City to Help

Mr. Sloan said without doubt if the city of Sierra Madre would bear a part of the expense the government would join in the undertaking and help construct needed fire lines over the brush covered slopes above the city. He urges the clearing of fire lines running from the mouth of the Little Santa Anita to the tops of the ridges on both sides of the canyon and along the base of the mountains to the west.

Fire lines as proposed by Mr. Sloan would not be so wide as the fire break east of town but merely lanes through the brush to afford fire fighting forces easy access to all parts of the mountains and to give them a base to work from. He estimates the average cost of clearing them at \$100 a mile. He could give no estimate as to the probable proportion of the expense which the government would assume. But he felt very certain that if the city of Sierra Madre would take the initiative and offer to spend a certain amount the forest service officials would recognize its enterprise and perhaps make a more liberal allowance than could otherwise be secured.

Hazard Due to Visitors

Fire hazard in the mountains near Sierra Madre is probably greater, said Mr. Sloan, than in any other part of the range. The Mount Wilson and Sturtevant trails are more frequently traveled than any others and attract a particularly large number of people who have little or no knowledge of camping or woodcraft and are less careful than campers are apt to be. This very factor in the fire hazard, it was pointed out to him, is due almost entirely to people coming from a distance and it is hardly fair that Sierra Madre should be called upon to foot the bill. These people come from Los Angeles, Pasadena, and all over the country, and it seems only fair that extra expense due to them should be met out of the government funds.

Need for fire protection as outlined is keenly felt in Sierra Madre. The city will soon have an investment of about \$200,000 in its water supply. Everything possible should be done to insure permanency, in the opinion of all who have given the matter thought. Now is the time to begin preparations for next year's dry season, and apparently the first thing necessary will be to ascertain how much it will be possible to secure from the government and how much more the city will have to spend.

Mrs. J. H. Childs, one first prize.

Mrs. J. R. Allen, one second prize.

SPECIAL MENTION

California native trees, shrubs and plants, Theodore Payne.

Chrysanthemum exhibit, Miss Sadie A. Thomas, Pasadena.

Dahlia exhibit, Will S. Laurie.

Display of roses and other flowers, the Irving N. Ward Nursery.

OFFICERS ARE NAMED

Order of Eastern Star Chooses Heads for the Coming Year

Sierra Madre Chapter, No. 299, O. E. S., held its annual election of officers at the regular chapter session on Monday evening, November 3, the election resulting as follows:

Worthy Matron—Mrs. A. M. Staples.
Worthy Patron—S. H. Spafford.
Associate Matron—Mrs. Frank Merrill.

Secretary—Mrs. George Coapman.
Treasurer—Mrs. L. E. Steinberger.
Conductress—Mrs. Stanley Pasco.
Associate Conductress—Mrs. Howard Hill.

Appointive officers will be announced later and installation held early in December.

Mr. and Mrs. W. E. Walker returned Sunday from a delightful two weeks visit to Santa Cruz and San Francisco. At Santa Cruz they attended the annual session of the Grand Chapter, Order of the Eastern Star. Mrs. Walker as Worthy Matron of the local chapter was the representative to that body. She reports the sessions held as being most interesting and instructive and splendid work having been done for the good of the order throughout the state during the past year. Over fifteen hundred members and delegates were present and much work was planned for the progress of the order for the ensuing year.

TO DEMONSTRATE LIGHTING

Correct and incorrect methods of illumination will be shown in a practical demonstration to be given soon in Sierra Madre by J. Harry Pieper, illuminating engineer for the Southern California Edison Company. It will be of material assistance to store keepers and home owners who are planning new lighting installations, whether in new or old buildings. The demonstration is brought to Sierra Madre through the interest of District Agent Schwartz of the Edison Company in the agitation recently started by the News to raise the standard of window displays in the local stores. The demonstration illustrates the foundation principles which apply to all illuminating media, whether electricity, gas, gasoline or oil. Mr. Pieper is said to be a clever and humorous speaker who makes interesting what might be a dry subject. Mr. Schwartz says some date will be selected which will meet with the approval of the members present at the Board of Trade meeting next Monday evening.

WINDOWS IMPROVING

Campaign for Better Displays Is Bringing Changes for the Better

Conspicuous changes for the better have taken place in several store windows during the past two weeks. Some merchants have substituted fresh displays of merchandise and have determined to hold to the plan of making regular and frequent changes. Others who have been leaving their places of business dark all night have begun to illuminate their windows during the evening hours. As a result the downtown streets do not look so dead during the evening as formerly. There is yet much room for improvement, but the leaves are working and the movement seems certain to become unanimous.

To compliment by name those business houses presenting attractive fronts would be a pleasure, but might be taken too much to heart by those not mentioned. And while they might feel insulted at being left out of the list of the enterprising it would be a pleasurable feeling compared to what they would experience were they to overhear the caustic remarks now directed at them.

It is hard to understand how a merchant who gives the matter any serious thought can neglect his window display. To fail to present the most attractive appearance possible is like giving customers the cold shoulder.

The writer has demonstrated to his own satisfaction that window displays will also sell goods. The combination is hard to beat. The News has often remarked: "If your business is not worth advertising, advertise it for sale." To that might be added: "If your goods are not worth showing, don't try to sell them."

Merchants are frequently heard to complain that local people go to Los Angeles for goods which they have never taken the trouble to inquire for in Sierra Madre. Probably there will always be a few such people, but all people are susceptible to suggestion and a lot of money that now goes out of town could be kept here if the merchants themselves would work along the right lines. The first step to take is to make a reasonable effort to let people know what they have for sale and to make it as inviting as possible.

The Ladies of the Episcopal Church are busily engaged with their preparations for the annual bazaar and entertainment to be held Nov. 19 and 20th at the Woman's Club house. The comedy "What Happened to Jones" will be given both evenings by local talent under the direction of Norval McGregor. A good laugh is assured. A fine supper will be served both evenings.

SIERRA MADRE RAINFALL

Season 1913-1914

1913

October29

November 229

There were a few drops of rain on Oct. 1st, but not enough to make any record. The first rain of the season therefore practically began on Sunday, Nov. 1st, at 10 p. m. and fell gently until early on Monday, the 2nd, making the record of twenty-nine hundredths of an inch. In November, 1912, the first rain was also recorded on the 2nd, amounting to one hundredth of an inch, the total rainfall for November, 1912, being forty-two hundredths of an inch. The average precipitation in the month of November, over 25 years was 1.66 inches. The highest record for November was in 1900 when 11.32 inches fell most of it within thirty-six hours. This was the rain that did so much damage in the Little Santa Anita Canyon. There have been 5 seasons out of 25 when no rain has fallen in November.

—J. G. BLUMER.

CONGREGATIONAL SERVICES

The sermon next Sunday morning at the Congregational Church will deal with another phrase of "The Christian's Relation to Christ."

In the evening there will be another of the "Night Scenes of the Bible." The C. E. topic for Sunday evening at 6:30 is "Christian Home Life."

The attendance at the Wednesday evening service has been increasing of late. Still further increase is greatly desired. Next week's topic will doubtless be suggested by the meeting of Los Angeles Association of Congregational Churches, which is to be held next Monday and Tuesday, with the West End Congregational Church, at 2400 Temple street, Los Angeles.

W. H. HANNAFORD, Pastor.

EPISCOPAL SERVICES

Church of the Ascension, the Rev. Dr. Geo. H. Cornell, rector. Vested choir. Services for Twenty-fifth Sunday after Trinity: Sunday school 9:45 a. m.; morning prayer and sermon 11 a. m. Beginning Sunday morning the rector will deliver a series of three sermons on "Unbelief." A cordial invitation is extended to all.

HOME OF TRUTH

"In the Heart of All Things" is the subject of the discourse to be given next Sunday at the Home of Truth, 493 Auburn avenue. Services conducted by Harriet C. Hamor. All are welcome. Sunday school is held at 2 o'clock.

Mr. and Mrs. Kenneth M. Ham have returned from a stay of two months at Byron Hot Springs, San Francisco and other places in the northern part of the state.

SAVE SUBSCRIPTION MONEY

News Club With Leading Magazines Offer Big Opportunities

Big savings may be effected by News subscribers who join in one of our magazine clubs. Liberal reductions are offered on practically all periodicals.

The prices speak for themselves. Just figure out how much you would save on a combination of your favorite magazines with the Sierra Madre News.

Add together the class numbers of three or more periodicals (including the Sierra Madre News) and multiply the total by five. The result will be the price of the combination.

Class No.	Pub. Price
30—Ainslee's Magazine	1.50
17—American Boy	1.00
55—American Homes & Gardens	3.00
20—American Magazine	1.50
71—Atlantic Monthly	4.00
60—Automobile	3.00
25—Baseball Magazine	1.50
17—Black Cat	1.00
17—Bookman	2.50
17—Book News Monthly	1.00
17—Boston Cooking School	1.00
17—Boys' Life—The Boy Scouts' Magazine	1.00
17—Boys' Magazine	1.00
18—California Cultivator	1.00
35—California Outlook	2.00
70—Century Magazine	4.00
23—Christian Herald	1.50
35—Collier's Weekly	2.50
30—Cosmopolitan Magazine	1.50
30—Country Gentleman	1.50
70—Country Life in America	4.00
53—Craftsman	3.00
50—Current Opinion	3.00
23—Delinquent	1.50
12—Designer	.75
24—Electrician and Mechanic	1.50
23—Etude (for Music Lovers)	1.50
23—Everybody's Magazine	1.50
23—Field and Stream	1.50

47—Forest and Stream (weekly)	3.00
35—Fra Magazine	2.00
23—Garden Magazine	1.50
30—Good Housekeeping	1.50
20—Harper's Bazar	1.25
70—Harper's Magazine	4.00
Fourteen months if ordered Nov. 10	
70—Harper's Weekly	5.00
30—Hearst's Magazine	1.50
8—Home Needlework Magazine	.75
40—House Beautiful	3.00
50—House and Garden	3.00
8—Housewife	.50
50—Independent	3.00
95—International Studio	2.50
40—Journal of Education	2.50
95—Judge (weekly)	5.00
70—Keramic Studio	4.00
30—Ladies' Home Journal	1.50
8—Ladies' World	1.00
95—Leslie's Weekly	5.00
20—Life \$5.00 (for three months to a new subscriber only)	1.00
25—Lippincott's Magazine	3.00
60—Literary Digest	3.00
17—Little Folks (new sub.)	1.00
9—McCall's Magazine & pattern	.50
23—McClure's Magazine	1.50
23—Metropolitan Magazine	1.50
23—Modern Electric	1.50
17—Modern Priscilla	1.00
17—Mother's Magazine	1.00
60—Motor Age	3.00
17—Motor Boat	3.00
17—Motor Boat & Tug	1.00
23—Musician	1.50
23—National Magazine	1.50
70—North American Review	4.00
40—Outdoor World and Recreation	2.50
50—Outing Magazine	3.00
60—Outlook	3.00
23—Pearson's Magazine	1.50
17—Philistine	1.00
24—Photo Era	1.50
23—Physical Culture	1.50
20—Pictorial Review	1.00
23—Popular Electricity	1.50
22—Primary Education	1.25
90—Puck	5.00
33—Red Book	1.50
35—Review of Reviews	3.00
17—Rural Californian	1.00

30—Saturday Evening Post	1.50
40—St. Nicholas (new subs.)	3.00
60—St. Nicholas (renewal)	3.00
55—Scientific American	3.00
20—Scribner's Magazine	3.00
25—Sierra Madre News	1.50
45—Smart Set	3.00
25—Smart Styles	2.50
50—Suburban Life	3.00
23—Sunset Pacific Magazine	1.50
60—Survey (Social Service Weekly)	3.00
40—System	2.00
23—Technical World	1.50
65—Theatre Magazine	3.50
35—Trained Nurse	2.00
50—Travel Magazine	3.00
75—Vogue	4.00
23—West Coast	1.50
25—Woman's Home Companion	1.50
37—World's Work	3.00
40—Youth's Companion	2.00
Nov. and Dec. numbers free	
—14 months, \$2.00	

Sample of Savings

25—Sierra Madre News	1.50
37—World's Work	3.00
23—McClure's	1.50
20—American	1.50

105 Regular Price \$7.50

105 multiplied by 5 \$2.25

Saving by our club plan \$2.25

Sierra Madre News must be included with at least two other periodicals to secure club prices. News subscribers already paid up in advance may order clubs of two or more other periodicals.

If you wish any periodical not listed, tell us. We will furnish it at the lowest possible club price.

When ordering renewals please say what month to begin.

Periodicals may be sent to different addresses.

Bring your order or mail with remittance.

AGITATION FOR SIDEWALKS IS HELPED ALONG

That an extensive sidewalk building campaign should be the next step in Sierra Madre's improvement program seems to be the deep seated conviction of a large number of people. The article in last week's News advancing the plan has been the subject of a great deal of favorable comment. The News does not wish to claim Hearst-wise that the idea was in any way original. It was merely an expression of a feeling entertained by many people but which needed something to crystallize it into action.

Many answers have been heard to the query, "what's the matter with Sierra Madre?" Most of them agreed that the lack of sidewalks is one of the serious shortcomings in the eyes of visitors and prospective buyers of property. They also agree that the constructive activity which would be evident from the building operations would be a wholesome thing in every way and give more of an appearance of life to local business.

Dead or Alive

Jack Wright comes forth with an answer offered by his son Billy, saying we need a coffin factory here because we are all dead ones. Of course if we are content to remain so perhaps it would be just as well to proceed with the burial. But there are a good many people who prefer to spend a little time finding who caused the demise and looking for something which will operate as a rejuvenator.

Mayor Jones says a great many people have come to him during the past week urging that the city trustees take up the sidewalk program at once and he is personally strongly favorable. He is of the opinion that the board will be favorable to the project provided there is evidence of a reasonably strong public sentiment in its favor. The board does not care to attempt to force the matter through, although under the Woman act a sidewalk cannot be protested as can paving. In view of the attitude of the trustees it might be well for those who favor sidewalk building to present their views to the trustees personally.

"I have been pulling for sidewalks for the last five years," said A. S. Mead. "In our business we certainly have it handed to us by strangers who criticize the town for having to walk in the streets or along dusty paths. It is an improvement that would count because it would be conspicuous."

C. S. Kersting also expressed himself as heartily favoring the plan. The fact that Mr. Kersting long ago constructed sidewalks for practically all his property shows his practical interest in such improvements.

It is likely the matter will be presented at the Board of Trade meeting for discussion Monday evening. If sufficient favorable sentiment should appear it is likely some active steps may be taken by the city trustees.

JOINT RATE GRANTED

S. P. Makes Through Freight Rates Over Electric Lines it Controls

Joint through freight rates on commodities moving over the lines of the Southern Pacific Company to and from its subsidiaries—the Pacific Electric and Visalia Electric—have been announced.

These rates, by the elimination of certain local charges, will place shippers and growers along the electric lines on a basis similar to that on steam lines, and are a new departure in California. It is said that similar arrangements with the Pacific Electric will include the S. P. L. A. & S. L. and the Union Pacific Lines, and that a like arrangement will be made between the Visalia Electric and the Western Pacific.

This lowering of joint through rates will be of immense benefit to two of the most fertile sections of California. The Pacific Electric lines radiating for 1000 miles out of the Southern Metropolis runs through the great Southern citrus belt.

SELF DISCIPLINE.

An occasional effort, even of an ordinary holiness, may accomplish great acts of sacrifice or bear severe pressure of unwonted trial, especially if it be the subject of observation. But constant discipline in unnoticed ways and the hidden spirit, silent usefulness becoming the hidden habit of the life, give to it true saintly beauty, and this is the result of care and lowly love in little things. Perfection is attained most readily by this constancy of religious faithfulness in all minor details of life. In the lines of duty which fill up what remains to complete the likeness to our Lord consecrating the daily efforts of self forgetting love.—T. T. Carter.

THE SIERRA MADRE NEWS

PROFESSIONAL CARDS

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—business men prefer em-
ployees who practice economy
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ope.

—the bank book of a strong,
conservative bank like this is
the best business reference—
establishing confidence on the
dot.

—we cordially invite accounts
with deposits of \$1.00 or more.
Paying —% interest compound-
ed semi-annually.

**First
National Bank**

Dome Builders of Rome.
It was largely their development
of the dome and the arched roof in ma-
sonry that enabled the Romans to
build on a scale of daring and magnifi-
cence which has not been surpassed in
our modern age of steel. Recent exca-
vations in Nero's palace have revealed
five subterranean vaulted rooms in
the proximity of the dining room which
were built as fish tanks and used to
keep fish alive for the use of the im-
perial table. The vault and the dome
or round roof of the Romans served
the purpose of the modern I beam and
lattice roof girder as used by the pre-
sent day architect and engineer.—Scien-
tific American.

Postcards at the News Printery

Brief Items of Interest

Mr. and Mrs. W. E. Walker have re-
turned to their home after spending
the past two weeks in the north.

Mr. William F. Stevens of San Fran-
cisco is the guest for two weeks at the
home of Mr. and Mrs. James Hawks.

Mrs. J. A. Osgood was the guest on
Thursday in Los Angeles at a recep-
tion given by Mrs. Hugh Harrison at
her home.

Miss Edith Blumer was the dinner
guest on Wednesday at the home of
her sister, Mrs. John Hart, who re-
sides at San Marino.

Mr. and Mrs. Robert Kellogg and
daughter of Seattle arrived here last
Thursday and will be guests for a
short time of Miss Gertrude Kellogg.

The Eleven and One Club were en-
tertained at the home of Miss Avis
Preston on Tuesday evening. About
ten members were present and a very
pleasant evening was spent.

Mr. N. W. Tarr has returned after
a three weeks' trip in the north to
Seattle. Mrs. Tarr returned as far as
Watsonville where she will remain for
a few days visiting with friends.

Mr. and Mrs. Sherman Roberts of
Pasadena and Mrs. A. S. Moore of Bal-
boa were dinner guests on Tuesday
at the Mitchell home when Mrs. Craw-
ford entertained with a birthday din-
ner for Miss Dorothy Mitchell.

J. D. Mackerras returned last Fri-
day after an absence of several weeks
at his former home in Kingston, Onta-
rio, where he accompanied the re-
mains of his mother, the late Madame
Mackerras, for final interment.

Mrs. O. M. Cadwell returned last
Friday from the east where she has
been for the past three months visit-
ing with relatives. With her came her
granddaughter, Miss Martha Hyde of
Michigan, who will be her guest dur-
ing the winter.

Mr. and Mrs. George Humphries re-
turned last Saturday from England
where they have been during the sum-
mer. On the homeward trip they were
guests at the home of their daughter
and her husband, Mr. and Mrs. J. A.
Fick of Chicago. They spent most of
their time abroad in Oxford at the
home of Mr. Humphries' mother and
his sister, Mrs. Taphouse who will be
remembered as having been here two
summers ago.

Mrs. G. H. Lettau entertained last
Friday evening with a delightful phan-
tom party at her home for Miss Elin-
or Hinton. The guests assembled
dressed in sheets and pillow cases and
after an hour the unmasking took
place. The house was most effectively
decorated with bamboo and greenery
and the shaded lights cast a weird
glow over the whole effect. In the din-
ing room a huge pumpkin was arrang-
ed on the table and from this each
guest received a pretty favor. About
thirty-six were present.

Miss Ruth Sparks entertained with
a jolly Halloween party at her home
on Mariposa avenue. The house was
prettily decorated with witches, skulls,
and jack-o'-lanterns, and the guests
all came dressed in sheets and pillow
cases. Fortune telling and games of
fate were participated in by the guests.
Delicious refreshments carrying out
the same idea were later served. The
guests were the Misses Verna Trible,
Mildred Sherman, Hilda Caley, May-
belle Caley, Marion Decker, Avis Pres-
ton, Mertie Preston and Anna Janson.
Messrs. Harry Leaming, Merton Clark,
Bob Clark, George Hannaford, Rudolph

Hartman, Roydon Pool, and Arthur
Lytle.

Complimentary to her aunt, Mrs. W.
B. Ballou, of East Orange, N. J., and
Mrs. W. S. Knight of Los Angeles,
Miss Hazel Woodward entertained
with luncheon and bridge at her home
last Tuesday. Roses and dahlias were
very artistically arranged in the din-
ing room and dainty place cards of
pink marked the places for the guests.
Favors were won by Mesdames Mason,
Knight, Chappelle, Ballou and Camp.
Those present were Mesdames William
J. Lawless, G. H. Lettau, W. H. In-
gram, G. Hallett Johnson, E. C. Car-
hart, Entwistle, C. C. Montgomery,
Mary Davis Goodfellow, L. L. Krebs,
F. J. Hart, M. M. Oids, and Lanphear.
Out of town guests were Mesdames
L. C. Torrance, E. S. Siegmund, Albert
Chappelle, W. S. Collins, and Miss
Katherine Torrance, all of Los An-
geles.

One of the most enjoyable Hallow-
een parties was that given at the
home of Mr. and Mrs. James Hawks.
A most unique entertainment was af-
forded the guests by the hostess in
the way of a clever write up of the
evening which caused lots of laughter
and merriment. An embroidery con-
test for the men was hotly contested
and Mr. Paul Baugh won the prize
which was a dainty water color, the
work of the hostess, Mrs. Tasker.
Webster was the lucky one to win the
prize in the Ghost contest, which also
proved to be the hostess' handiwork.
A sumptuous supper was later served
at a long table and the guests depart-
ed at midnight after a most pleasant
time. Those present were Mr. and Mrs.
Saunders, Dr. and Mrs. G. H. Cornell,
Mrs. A. D. Hawks, Mr. and Mrs. H. I.
Hawthurst, Mr. and Mrs. T. M. Web-
ster, Mrs. S. C. Davis, Mrs. Mary Da-
vis Goodfellow, Mr. and Mrs. F. P.
Conard, and Mr. and Mrs. J. Hender-
son Childs, the Misses Lydia Webster,
Florence Yanner, Agnes Sperry, Lot-
tie and Dorothy Humphries, Daisy and
Ruth Hawks, Messrs. Fred Vannier,
Paul Baugh, Claude Davis, Tom Lam-
bert, and Harold Davenes.

Send a Thanksgiving greeting back
home on one of those attractive cards
from the News Printery.

Package goods, ready made gowns and
corset covers, stamped slippers, caps,
kimonas, scarves, pin cushions, bags,
etc. Made of fine materials with floss to
work.
J. F. Sadler & Co.

Ask for Wizard Fertilizer Book. It
is free and gives full information. Wiz-
ard Fertilizer is odorless and lasting.
Use only one-quarter the usual amount
of commercial fertilizers. Sierra Madre
Feed & Fuel Co.

10% DISCOUNT ON LAUNDRY
Try the "holdover" collected Friday
and delivered Tuesday, and get 10 per
cent discount. Phone Monrovia 87 at
our expense for driver. 26tf

Ask about Sadler's California Sweater
Coats. We make them to order any
color or style and its positively the
best sweater made, \$5.00 to \$9.00.
J. F. Sadler & Co.

Dainty place cards in many new de-
signs, at the News Printery, next the
postoffice.

**Where you get the most of
the best meat for the
least money**

Legs Milk Lamb	18c
Legs Yearling Lamb	16c
Pure Pork Sausage	20c
Smoked Butts	25c
Hamburger Steak	25c
Prime Rib Roast	20c

Chickens Dressed to Order
Order your Thanksgiving Turkey early

Swisher's Market

Main 46

Bank Building

Fresh Every Day!

Our stock of fruit and vegetables is brought
up from the valley every day. We buy the
best and give you the best.

Likewise our bread is brought to us
direct from the bakery every morning.

IT'S GOOD!

H. P. OLSEN

Main 46

Bank Building

**Heart to Heart
Talks****BEWARE OF THE UNDERTOW!**

Almost every day in the summer we
read in the newspaper items something
like this:

"While bathing at the beach yester-
day John Jones, a young man, ven-
tured out too far and was caught in
the undertow. When last seen he was
struggling to get back to shore. As-
sistance was sent, but before the life
savers could reach him he sank and
was drowned. The body has not been
recovered."

Beware of the undertow!

There is joy in breasting the billows,
in swimming on the crest of the
waves. The water is refreshing, the
sunshine is alluring.

But when the undercurrent current
moves out and the bather is caught
in its irresistible ebb not even the
strongest swimmer may withstand the
suction.

It draws one out—out into the treach-
erous waters where the feet can gain
no hold when the arms are exhausted,
and the water closes forever over one's
head.

"Drowned—Caught by the Under-
tow," reads the headline.

In the ocean of life there is an un-
dertow.

It is pleasant to swim strongly in the
breakers of the joy of life. It is good
to feel oneself able to bear up when
the tide comes in, to be able to say: "I
can swim with the best of them. I
will venture out as far as any one else
dares go!"

But under the surface is the under-
tow. If the joy of living leads you to
extend your strength too far, to forget
your limitations, to enter upon strange
waters where the billows will be too
strong for your powers of resistance—

Beware! There is peril of drowning.
You may not know when you are
near the undertow of sin and reckless-
ness. You may not know that you are
going out too far.

Therefore it is well to sink the feet
now and then to try to touch bottom.

There can be no safety without a
solid footing. If you cannot feel under-
you the solid ground of reputation and
character and honest dealing and the
approval of conscience—

There is danger that the undertow
will carry you out and that your name
will be added to the long list of the
drowned in the ocean of life.

It is well to beware of the undertow.

Thanksgiving greeting cards, with
and without envelopes, at the News
Printery.

THANKS

To the many friends who, by their
acts of kindness, their sympathy, their
love-laden thoughts and their pray-
ers, did so much to make light the
burden of illness that was lately ours
to bear, we desire to express our sin-
cere and heartfelt thanks. Your kind-
ness, with the help and approval of
Him whom we trust, has brought joy
and gladness into our home in the
return of health to Mrs. Graham.
MR. and MRS. V. L. GRAHAM.

Thanksgiving postcards at the News
Printery.

Big reduction on men's and boy's
hats. We have a big stock and to close
them out will make the price about one-
half regular.
J. F. Sadler & Co.

A Good Walk For the Farm.
Stretch a cord from your house to
the barn or road. Two feet to one side
stretch another cord. Draw a line on
the ground with a sharp stick along
the cords. Take up the cords, hitch up
your team and plough out a few fur-
rows between lines, then dig down
about eighteen inches and fill in with
small stones picked off the plowed
ground around the farm. Put a good
layer of sand on top, and you have a
path always dry and never slippery,
even in the winter.—Farm and Fire-
side.

What Changed His Mind.
"I had supposed until yesterday, doc-
tor, that the days of the bleeding of
patients were past."
"And so they are. But what changed
your mind?"
"The bill you sent me."

Crushing.
Sapleigh—No woman ever made a
fool of men. Miss Keen—Who did,
then?—Boston Transcript.

A few very good men's and boy's
suits, to close out if we have your size
we will sell you a suit at just about
half regular price. J. F. Sadler & Co.

5% DISCOUNT ON LAUNDRY
Buy a coupon book and get 5 per
cent discount on your laundry. Books
of \$3.00, \$5.00 and \$10.00 denomina-
tions. 26tf
MONROVIA STEAM LAUNDRY.

Wizard Fertilizer is sold only in 25-
lb. neat, white cotton bags, at \$1.75,
and 2-lb. cartons at 25 cents. Sierra
Madre Feed & Fuel Co.

MONROVIA STEAM LAUNDRY.
The Monrovia Steam Laundry is now
giving Sierra Madre a daily service.

Many people of good taste buy our
"personal message" post cards by the
dozen so as to have some on hand all
the time for correspondence purposes.
The News Printery.

PAY CASH and SAVE MONEY**NORRIS' SPECIALS**
Saturday, November 8th

20 lbs. Granulated Sugar	1.00
Uncolored Japan Tea, the lb.	.55
A splendid value at 75c and a most delicious cupping tea.	
Campbell's Soup, reg. 10c can	.08
Bon Ami, reg. price 10c cake	.08
Ben Hur Baking Powder, 1/2 lb., reg. 20c	.15
Crepe Toilet Paper, reg. price 10c	.06
Lonsdale Muslin, reg. price 12 1/2c yd.	.10
Ginghams, reg. price 12 1/2c yd.	.10
Leg of Lamb, per lb.	.18
Pot Roast, per lb.	.15

Order your Thanksgiving Turkey now and
get just the size you want

At Cash Store Prices

Terms--SPOT CASH on Delivery

PHONE, BLACK 12

S. R. NORRIS, Prop. of the

Sierra Madre Dept. Store**No Use Talking!**

The Ford has them all beaten when
it comes to dollar for dollar value.
First cost and running expense are so
low as to put them in reach of every
one. No other car has such a
remarkable sales record. Why?
Quality counts.

Sierra Madre Garage

Sierra Madre Agents

**EXCURSION FARE
TO MOUNT LOWE**

NOV. 3 to 28 Round Trip \$1.50

DAILY EXCEPT SATURDAYS AND SUNDAYS

FROM LOS ANGELES (Main Street Station)

or \$1.25 Round Trip from PASADENA

LOWEST EXCURSION FARE EVER MADE

Tickets good going day of sale and returning within five days
from date, and must be purchased from Ticket Agents at Los
Angeles and Pasadena Stations. Conductors will not sell tickets
at this excursion fare on cars.

PACIFIC ELECTRIC RAILWAY

The Young Couple

who select their furniture
here certainly have a wealth
of choice. Our collection of
furniture for every room is
certainly varied enough to
suit the most exacting taste
or the most prudent purse.
We invite a visit and court
comparison of our values
and qualities.

BERGIEN BROS.

Blue 68 87 W. Central

Painting—Paperhanging

We have a full line of Wall Paper and we
know how to hang it. Samples on request

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Interesting News For Book Lovers and Gift Buyers

This is not a book store, but a small stock of carefully selected books for particular purposes, and which we can really recommend. You may be able to find what you seek more easily here than in a large book shop. Our books are confined to three classes, namely, books for children, books about California or by California authors, gift books for old and young. Many of the titles listed fall into more than one division. Study of this list will simplify your Christmas shopping.

California

THE OLD SPANISH MISSIONS OF FATHER SERRA. Historical and descriptive sketch compiled from contemporary and current writings, by Paul Elder. Illustrated chiefly by photographic studies by western artists, reproduced in mounted duo-tone prints. Bound in heavy boards, with rough linen. \$3.50, boxed.

CALIFORNIA THE BEAUTIFUL. Camera pictures by eminent California photographers of features of greatest interest from Shasta to San Diego, with verse and prose selections from famous California writers. Compiled by Paul Elder. The photographs are reproduced in mezzotinture tints and mounted. Printed on heavy mounting paper of agreeable texture and tone. Linen back, heavy board sides. A handsome gift book. Boxed, \$2.50.

BIRD NOTES AFIELD. Intimate talks on the birds of the Pacific Coast, with a field check list. By Charles A. Keeler. Full rough linen boards. \$2.00.

GARDEN BOOK OF CALIFORNIA. Of interest to all who enjoy persuading things to grow and a treasure house of information to the amateur gardener. By Belle Sumner Angier. Illustrated with views from beautiful California gardens. Rough linen boards. \$2.00.

THE TAHQUITCH MAIDEN. Telling the Indian Legend of Old Tahquitch mountain in the San Jacinto range. By Phoebe Estelle Spalding. Illustrated from photographs. Appropriately printed. 75 cents.

CONE BEARING TREES OF THE CALIFORNIA MOUNTAINS. A very practical little book for those who want to inform themselves on the subject. By J. Smeaton Chase. 75 cents.

THE WILD FLOWERS OF CALIFORNIA. The standard work on the subject. Comprehensive and arranged for the use of people without technical knowledge of botany. Illustrated. By Mary E. Parsons. \$2.00.

TREES OF CALIFORNIA. A comprehensive work, finely illustrated. By Willis Linn Jepson of the University of California. \$2.50.

WESTERN BIRD GUIDE. All the land and water birds from the Rockies to the Pacific. Colored illustrations of nearly all birds listed. Pocket size, flexible leather cover. \$1.25.

Children's Books

BEHIND THE GARDEN WALL. Magic verses of the under side of things. By Robert Wallace; illustrated by Elsinore R. Crowell. One of the most delightful children's books in print. Verses witty enough for older people to enjoy but not over the heads of the youngsters. \$1.00.

ERIC'S BOOK OF BEASTS. "I write, and paint, in doggerel, though all the muses shriek and yell." By David Starr Jordan. Written by the president of Stanford University to amuse his young son. An amusing departure from his usual literary style. Profusely illustrated and printed in two colors. \$1.00.

HUMP TREE BOOKLETS. The favorite Hump Tree stories for children printed in separate pamphlets and gathered into two volumes. 25 cents each.

I, Dicky Swift, the Squirrel; Black Hawk, the Sky Pirate; Humper, the Green Worm; and Black Brother.

II. Mr. Highpinner Grasshopper; The Luminiferous Mops. Tadlets; Mrs. Wiggles; and Winky-Pink, the Butterfly.

JINGLES OF A HAPPY MOTHER GOOSE. A new revision of the old favorite rhymes, with the sad parts and the bad parts left out, or changed. By Emma S. Seale. Jolly illustrations, and attractive binding. 50 cents.

FLOWER CHILDREN. Verses by Elizabeth Gordon. Pictures in many colors and beautifully drawn by M. T. Ross. Charming and educational. \$1.00, boxed.

BIRD CHILDREN. Verses by Elizabeth Gordon. Pictures by M. T. Ross. A companion volume to Flower Children. \$1.00, boxed.

ANIMAL CHILDREN. Verses by Elizabeth Gordon. Pictures by M. T. Ross. Similar to two volumes preceding. \$1.00, boxed.

PUNKY DUNK'S ADVENTURES. Jolly jingles for the little ones about the most wonderful white kitten that ever lived. Three vols. 35 cents each or \$1.00 the set, boxed.

PUNKY DUNK'S FRIENDS. A companion set.

PUNKY DUNK'S PLAYMATES. Another companion set.

SLUMBER SEA CHANTEYS. Dreamy cradle songs by Lucia Chase

Bell and Rita Bell James. Music by Carrie Stone Freeman. Pretty decorated, on heavy, flexible paper. \$1.00.

TONY'S WHITE ROOM. And how the white rose of love blossomed and flourished there. By Winifred Rich. Illustrated and attractively bound. \$1.00.

THE JOLLY KID BOOK. Nursery jingles by W. D. Nesbit, with quaint pictures in color by Gertrude Caspari. On heavy boards, for rough usage. \$1.00.

Gift Books

OH SKIN-NAY! or The Days of Real Sport. This great book will be enjoyed by old and young. Cartoons by the famous humorist, Clare Briggs, with verses by Wilbur D. Nesbit. \$1.50.

THE LAND OF LITTLE CARE. By S. E. Kiser. The author's own selection of his best poems. Enthusiastically commended by all who have read it. Cloth, boxed, \$1.00. Flexible red leather, boxed, \$1.50.

INCLUDING FINNIGIN. Humorous and philosophical verse by Strickland W. Gillian, author of "Off again, On Again, Gone Again, Finnigin." Great stuff. \$1.00.

ARMY GOOSE MELODIES. Merry little flings at army traits. By Florence Kellogg Krebs, an army woman now living in Sierra Madre. Snappily illustrated by Herbert Morton Stoops. Gaily printed in red and black. 75 cents.

THE REMEMBRANCE GUEST BOOK. A beautiful record book for hosts and guests. Designed by Robert Wilson Hyde with verses by Arthur Guiterman. Golden fabric, hinged. Boxed, \$3.50.

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THE PHILOSOPHY OF HOPE. A scholarly counterblast against pessimism. By President David Starr Jordan. 75 cents.

GROW OLD ALONG WITH ME. A favorite gift book by an author well known in Sierra Madre. Rev. James M. Campbell, D. D. \$1.25.

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MODERN ENGLISH BOOKS OF POWER. Essays on representative modern English authors who in prose or verse reflect the best tendencies of their age. By George Hamlin Fitch, a San Francisco newspaper man. Flexible cloth. Unique illustrations. \$1.50.

COMFORT FOUND IN GOOD OLD BOOKS. Vital essays on the world's greatest writers. By George Hamlin Fitch. Uniform with the preceding. \$1.50.

INTIMATIONS. Brief essays dealing mainly with aspects of everyday living. By John D. Barry, a well known San Francisco editorial writer. Brown crash buckram with board sides. \$1.50.

NEBULAR SERIES OF GIFT BOOKS. Beautifully printed with decorations on nebulae double leaf stock. Bound in boards and enclosed in tension envelope. Each contains a poem by some well known author and the series has come to be the ideal expression of the "personal message" thought. 50 cents each. Titles:

I Wish You Joy, by W. D. Nesbit.
So Many Ways, by Edwin Osgood Grover.

God Bless You, by W. D. Nesbit.
A Friend or Two, by W. D. Nesbit.
I Was Thinking of You, by J. W. Foley.

Mother, by S. E. Kiser.
Father, by S. E. Kiser.
Fried of Mine, by W. D. Nesbit.
The Old, Old Wish, by W. D. Nesbit.

Each in His Own Tongue, by W. H. Carruth.

SOCIAL RUBAIYAT OF A BUD. Spicy satires on modern society life. By Mrs. Ambrose Madison Willis. With numerous illustrations in gold and purple by Elsie A. Harrison. 75 cents.

101 SANDWICHES. 101 suggestions for preparing light refreshments of all kinds. 25 cents, in envelope.

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101 CANDIES. For those who love sweets and the fun of making them. 25 cents, in envelope.

101 DESSERTS. A book to housewives seeking new ideas for dainty dishes. 25 cents, in envelope.

DON'T SWAP HORSES

Watts Advertiser. — Just now the politicians, of high and low degree up and down the state, are burning considerable gray matter concerning who shall be the next governor of California. All over the state it is admitted that Governor Johnson has done much to rid California from dangerous corporation dictation, but in the same breath "a man of broader vision" is called for.

Why this unrest concerning the work of Johnson? Has not Governor Johnson done that which has never been done before, in the history of the state, to the great advantage of the people? Has not Hiram Johnson delivered that which he promised the people he would do, when he asked to be made governor? Has not Hiram Johnson done more for the common people of the state than any two men who have held his post before? Wherein has Governor Johnson failed to do that which he promised? What is it that the people would ask of a man, and be satisfied, in the face of Governor Johnson's good work?

'Tis indeed not that Hiram Johnson has failed to make good. The cry for "a man of broader vision" is but cheap subterfuge. Translated, it means that Governor Johnson's policies "hurt business"—of the great corporation interests of the state. Johnson does too many things that the "common rabble" want to be acceptable to the greedy corporate powers, or even to the designing politicians who cannot now get their "mits" into the public funds. With so many it is merely a case of trying to get to the public feed trough that occasions so much complaint and dissatisfaction with Hiram Johnson as governor. 'Tis a fallacy for the people to listen to it.

The cry for "a man of broader vision" carries with it a suggestion and that is that there shall be a compromise. Whereas the big interests once had the control of the state all to themselves, they have it not at all now. And since the people have asserted themselves, the corporate interests feel that they cannot get their strangle hold again, so they plead for even a share. Truly, it is the will of the hungry, but let the people be warned, lest them that they feed shall rise in their might and smite them.

California cannot afford to do anything but to put Hiram Johnson back on the job another four years. What matter by what name he be called? What difference does it make whether it be Progressive, Democrat, Republican, or what not? It is rather the man than his name. And in California the name of Hiram Johnson stands for the best thing in governors the state has ever had.

CLEANING UP A RESORT

Huntington Beach News.—The city of Paso Robles, which is one of the greatest tourist resorts in Northern California, has just voted out its saloons, yet there are really some business men who are so misled as to believe that a city where tourists go for pleasure must have bootleggers to cater to the tourist trade. Saloons and saloonkeepers and wholesale liquor dealers and brewers and distillers can still count on support for their useless and dangerous business from people who are respectable and even well-meaning, just because certain fallacies in regard to the liquor traffic still find believers, and the fallacies are propagated and strengthened by the liquor interests for purely and plainly selfish reasons.

KIND WORDS.

Kind words are the music of the world. They have a power which seems to be beyond natural causes, as if they were some angel's song, which had lost its way and come on earth. It seems as if they could almost do what in reality God alone can do—soften the hard and angry thoughts of men. No one was ever corrected by a sarcasm; crushed, perhaps, if the sarcasm was clever enough, but drawn nearer to God—never.—F. W. Faber.

ON THE BIRTH OF A CHILD.

Lo, to the battle ground of life,
Child, you have come, like a conquering shout,
Out of a struggle into strife,
Out of the darkness into doubt.

Girt with the fragile armor of youth,
Child, you must ride into endless wars.

With the sword of protest, the buckler of truth,
And a banner of love to sweep the stars!

About you the world's despair will surge,
Into defeat you must plunge and grope.

He to the faltering an urge;
Be to the hopeless years a hope!

Be to the darkened world a flame;
Be to its unconcern a blow.

For out of its pain and tumult you came,
And into its tumult and pain you go.

—Louis Untermeyer in Independent Magazine

Gems In Verse

OLD FAVORITES.

CONQUERED FAME OF HEROES.

WHEN I peruse the conquered fame of heroes and the victories of mighty generals,
I do not envy the generals,
Nor the president in his presidency, nor the rich in his great house,
But when I hear of the brotherhood of lovers, how it was with them,
How through youth and through middle and old age, how unflinching, how affectionate and faithful they were,
Then I am pensive; I hastily walk away flled with the bitterest envy.
—Walt Whitman.

NATURE.

AS a fond mother, when the day is clear,
Leads by the hand her little child to bed,
Half willing, half reluctant to be led
And leave his broken playthings on the floor,
Still gazing at them through the open door,
Nor wholly reassured and comforted
By promises of others in their stead,
Which, though more splendid, may not please him more;
So nature deals with us and takes away
Our playthings one by one and by the hand
Leads us to rest so gently that we go
Scarcely knowing if we wish to go or stay
Being too full of sleep to understand
How far the unknown transcends the what we know.
—Henry Wadsworth Longfellow.

STRIKE TODAY.

RISE! for the day is passing.
And you lie dreaming on.
The others have buckled their armor.
And forth to the fight are gone.
A place in the ranks awaits you.
Each man has some part to play;
The Past and the Future are nothing in the face of stern Today.

Rise from your dreams of the Future,
Of gaining some hard fought field;
Of storming some airy fortress
Or hiding some giant yield.
Your Future has deeds of glory.
Of honor (God grant it may);
But your arm will never be stronger
Or the need so great as Today.

Rise! If the Past detains you,
Her sunshine and storms forget;
No chains so unworthy to hold you
As those of a vain regret.
Sad or bright, she is lifeless ever;
Cast her phantom arms away.
Nor look back, save to learn the lesson
Of a nobler strike Today.

Rise! for the day is passing;
The sound that you scarcely hear
Is the enemy marching to battle—
Arise! for the foe is here.
Stay not to sharpen your weapons,
Or the hour will strike at last.
When from dreams of a coming battle
You may wake to find it past!
—Adelaide A. Procter.

FROM VAST ANTIPHONIES.

HOW sweet the strange recall
From vast antiphonies of joy and pain
Beyond the grave, to these old books again,
That cozy lamp, those pictures on 'the wall'
—Earthbound

"GAY AND HAPPY."

I AM the girl that's gay and happy
Whosoever I chance to be,
And I'll do my best to please you
If you will but list to me.

CHORUS

So let the wild world wag as it will,
We'll be gay and happy still;
Gay and happy, gay and happy,
We'll be gay and happy still.

If the president should sit beside me
I'd sing my song with usual glee.
Fools might laugh and knaves deride me;
I will gay and happy be.

The rich have cares we know little of,
And all that glitters is not gold.
Merit seldom made a show of,
And true worth is rarely told.

I envy neither great nor wealthy;
Poverty I ne'er despise.
Let me be contented, healthy,
And the boon I'll dearly prize.

I care for all, yet care for no man;
Those who do will ward off fear.
I love a man and like a woman;
What else makes this life so dear.
—Unidentified

ALADDIN.

When I was a beggarly boy
And lived in a cellar damp
I had not a friend nor a toy,
But I had Aladdin's lamp.
When I could not sleep for cold
I had fire enough in my brain
And builded, with roofs of gold,
My beautiful castles in Spain.

Since then I have toiled day and night,
I have money and power good store,
But I'd give all my lamps of silver
For the one that is mine no more.

Take, Fortune, whatever you choose—
You gave and may snatch again—I
I have nothing 'twould pain me to lose,
For I own no more castles in Spain.
—James Russell Lowell

A SUMMER PICTURE.

NOTHING but sky appears, so close the
root
And grass of the hilltop level with the
air—
Blue sunny air, where a great cloud floats,
laden
With light, like a dead whale that the
white birds pick,
Floating away in the sun in some north
sea.
Air, air—fresh life blood, thin and search-
ing air—
The clear, dear breath of God, that loveth
us!
Where small birds reel and winds takes
their delight.
—Browning

Sanitary Gas Radiators

are

**Absolutely Safe
Absolutely Odorless
Absolutely Sanitary**

Step inside and let us prove it to you. Let us show you how you can greatly reduce your winter fuel bill and at the same time keep your home comfortable. This wonderful invention is

BEING DEMONSTRATED

at the office of the Spafford Realty Co.

41 N. Baldwin

Sierra Madre

LAUNDRY

Upon the request of many of our old patrons, it has been decided to again establish a laundry route in Sierra Madre and vicinity. Beginning Monday, November 3rd, we will send an auto on regular trips to care for the business as conditions require. An agency has been established at the E. B. Griley cigar store, opposite P. E. Station, where bundles may be left and called for, and also headquarters for telephone calls.

We aim principally to cater to the better class of family trade. Every modern method is used that will preserve the linen and please the people. Special attention is given to folding, and also to the delivery.

Our personal guarantee accompanies our work. We respectfully solicit a portion of your patronage.

Crown City Laundry Co.

NEWS! RUSH!

Under the above heading or its equivalent in a dozen different variations the country newspapers find their desks flooded with stuff sent out by promoters of advertising schemes who bank on the gullibility of the average country publisher and figure on catching some valuable free advertising through the "News Feature" bait, says the Alhambra Advocate.

There was a time when the country press was imposed upon by these "get-something-for-nothing" concerns, but now the waste basket in the country office everywhere fairly groans under the weight of discarded literature that is one part news and 99 parts advertising.

From year to year the standard of journalism in this country is being elevated and the public press, as a result, is becoming more independent and dependable. Time was, let it be said to the shame of the profession, when most of the country newspapers as well as the big city dailies were controlled, if not owned, by scheming politicians. Today, more so in the country than in the cities, the newspapers are free lances unprejudiced and unbiased and in position to give to their community and the country as far as their influence reaches, the best possible service.

A clean, fair and dependable country press is the nation's greatest safety valve and a loyal public behind a clean and dependable country press is the only thing that will keep it clean and dependable. When it has to depend upon politicians and place hunters it becomes a servitor for revenue only.

WATERMAN'S IDEAL FOUNTAIN PENS

have been for years the most popular pen on the market. They are just about ideal in fact as well as in name, being made in a variety of styles from which selection can be made to suit any taste. In material and workmanship they are unsurpassed. The ink feed is perfect. In addition to the original Ideal pen there are self fillers and safety pens which will not come apart and leak in your pocket. And then there is the Waterman Clip Cap, a feature which often saves the price of the pen. We have just received a stock of these famous pens and are now prepared to supply any need. Come in and try them till you find the point which suits you.

THE NEWS PRINTERY

Next the Postoffice

Sierra Madre Directory

CITY OFFICIALS

BOARD OF TRUSTEES — C. W. Jones, Chairman; C. F. Gray, N. W. Tarr, J. C. Foster, L. E. Steinberger. Regular meetings in City Hall, second and fourth Thursday evenings.
City Clerk, C. H. Perry; **Attorney,** C. C. Montgomery; **Treasurer,** Max W. Wolf; **Marshal, Tax Collector, and Street Superintendent,** A. M. Udell; **Engineer,** W. F. Bixby.
BOARD OF HEALTH — Dr. R. H. Mackerras, Chairman; F. Blederman, Secretary; J. A. Osgood, A. N. Adams, Dr. A. O. Holmes.

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President, N. W. Tarr; **Vice-President,** George B. Morgridge; **Secretary,** E. F. Baidou; **Directors,** F. H. Hartman, N. T. Brown, C. S. Keisting, J. W. Keys, W. S. Hull.

CHURCHES

CONGREGATIONAL CHURCH—Central Ave., at Hermosa. Rev. W. H. Hannaford, Pastor. Sunday school, 9:30 a.m. Morning worship, 11 a.m. Christian Endeavor Society, 6:45 p.m. Evening worship, 7:30 p.m. Midweek prayer meeting, Wednesday at 7:30 p.m.

CHURCH OF THE ASCENSION (Episcopal)—Dr. George H. Cornell, Rector. Residence, The Rectory. Phone 30. Sunday school, 9:45 a.m.; Morning Prayer and Communion, 11 a.m.; Holy Communion first Sunday in the month, 11 a.m.; on the greater festival and other days by appointment, 7:30 a.m.; Sunday evening service from October to July, 7:30 p.m.

ROMAN CATHOLIC—Chapel on Highland avenue, east of Baldwin. Rev. M. W. Barth in charge. Services at 9 a.m. Sunday.
HOME OF TRUTH—403 Auburn Ave. Sunday service, 3:30 p.m. Bible lesson, Wednesday, 8 p.m. Healing meeting, Friday, 8 p.m. All are welcome.

PUBLIC LIBRARY

SIERRA MADRE FREE PUBLIC LIBRARY—Central avenue, W. of Lincoln. Open each weekday afternoon from 1:30 p.m. to 5:30 and from 7 to 9 o'clock each evening. Mrs. F. B. Wheatley, Librarian.
Municipal Library—Board-George E. Morgridge, Chairman; H. J. Potter, Mrs. E. T. Pierce, W. S. Andrews, J. A. Osgood.

FRATERNAL

SIERRA MADRE LODGE, No. 408, F. & A. M.—Stated meeting first Tuesday in

each month. All visiting Masons welcome. Club House Hall, J. A. Patterson, W. M.; J. D. Mackerras, Secretary.

SIERRA MADRE CHAPTER, O. E. S. No. 289, meets the first and third Mondays of each month in Woman's Club House Hall at 8 p.m. Visiting members welcome. Mrs. W. E. Walker, W. M.; Mrs. Frank Blederman, Secretary.

SIERRA MADRE POST OFFICE

Mail Arrives
From the East—9 a.m.; 10 a.m.; 3:30 p.m.; 6 p.m.
From the West—9 a.m.; 3:30 p.m.; 6 p.m.

Mail Departs
For the East—7:40 a.m.; 11:30 a.m.; 4:30 p.m.
For the West—7:40 a.m.; 11:30 a.m.; 4:30 p.m.

Post Office Hours
Delivery—7:30 a.m. to 6:30 p.m. Lobby open till 9 p.m. Lobby open Sundays from 8 a.m. to 9 p.m.

SANTA FE ROUTE
Trains at Santa Anita Station

Eastbound
8:09 a.m. Riverside and San Jacinto local.
9:14 a.m. Kite Shaped 1st local.
10:38 a.m. California Limited, Chicago and East.

Westbound
2:40 p.m. Phoenix Express.
5:07 p.m. San Bernardino local.
5:51 p.m. "Saint" for San Francisco.
8:41 p.m. Overland, Chicago and East.

Eastern Tourist Express.
7:31 a.m. Overland Express.
8:08 a.m. "Angel" from San Francisco.
9:14 a.m. San Bernardino local.
12:13 p.m. San Bernardino local.
1:44 p.m. California Limited.
6:30 p.m. San Bernardino local.
8:18 p.m. San Bernardino local.

PACIFIC ELECTRIC RAILWAY
Leave Los Angeles if Leave Sierra Madre

A.M.	P.M.	A.M.	P.M.
4:00	12:05	6:10	12:10
5:55	1:05	7:00	1:10
7:05	2:05	7:30	2:10
8:05	3:05	8:10	3:10
9:05	4:05	9:10	4:10
10:05	4:40	10:10	5:10
11:05	5:10	11:10	5:20
	5:20		6:08
	6:05		7:05
	8:00		9:00

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**Real Estate, Rentals
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AGENTS FOR THE
Continental Insurance Co. of N. Y.
Policyholder Surplus \$15,999,832
Pays first and always 100 cents
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All kinds of stock and poultry
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Andrew Olsen

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For the Auto**

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carry a complete line
of togs, caps, coats,
robes, lunch boxes
and everything for
comfort and pleasure.

Oils, Gasoline, tools and everything to
make the car run right

A. L. Ryder

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Pasadena

**Large Lots-Close In
Cheap**

We have recently secured a special listing
on the Hill property on South Her-
mosa and wish to call your attention
to it as a bargain in high-class realty.
This is divided into lots 79x189 and the
lots are covered with citrus trees.

Prices:
Inside lots\$700
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REALTY CO.**

Real Estate, Loans, Insurance, Notary
Open Tuesday and Thursday
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Advertising inserted under this head-
ing at the rate of five cents per line
per each insertion.

FOR RENT—Furnished, modern, 6
rooms, \$26.25; furnished modern, 4
rooms, \$16.25; furnished 6 rooms,
California, \$17.00; furnished 3 rooms,
California, \$12.00. A. N. Adams.

FOR EXCHANGE—Modern 5-room
bungalow on Woodlawn avenue, Los
Angeles, with fine lot, lawn, fruit,
etc. Property clear. Want Sierra
Madre improved to equal value.
Mead-Gilliland Realty Co.

FOR SALE—Invalid chair, high class
and in good condition, costing \$50.
Will sell for less than half price. 279
W. Central. Phone Black 12.

FOR SALE—Canterbury Bell plants,
delivered Saturday mornings only.
Phone Green 57.

FOR SALE—Two single buggies in
good condition, one with top. Phone
Green 68.

WANTED—Two or three milk custom-
ers in west part of city near Mari-
posa and Sierra Madre Ave. Phone
Blue 102.

WANTED—Refined young woman with
girl 4 years old wants position as
housekeeper for invalid, aged couple
or someone employed through the
day. Address Mrs. B., Gen. Del.,
Sierra Madre.

LOST—Table napkin, with monogram,
between Blumer and Ferry resi-
dences. Finder please phone Green
64.

WANTED—\$2,000 at 7 per cent on first
mortgage. Mead-Gilliland Realty
Co.

If you need a new pencil, come to
the News Printery. If you need a new
point on your old pencil, come in and
use our sharpener—it's a dandy.

Have you secured one of those free
12-inch rulers at the News Printery?
One given free with every purchase
while they last.

Wizard Fertilizer is for every thing
that grows out of the ground. Don't
forget that the quantity used makes
it the cheapest on the market. Sierra
Madre Feed & Fuel Co.

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THE SIERRA MADRE NEWS

By GEORGE B. MORGRIDGE

PUBLISHED FRIDAYS

SUBSCRIPTION \$1.50 YEARLY

ENTERED AS SECOND CLASS MATTER AT THE POST OFFICE AT SIERRA MADRE, CALIFORNIA

OFFICE, ROOM G, KERSTING COURT

OPPOSITE PACIFIC ELECTRIC STATION

TELEPHONE BLACK 42, UNIVERSAL LONG DISTANCE CONNECTIONS

FRIDAY, NOVEMBER 7, 1913

EDITORIAL CHAT**Triumph for Los Angeles—**

Los Angeles has good reason to
throw her municipal hat in the air
and shout over the arrival of water
at the lower end of the aqueduct. For
a city of less than a quarter of a mil-
lion to undertake a \$23,000,000 enter-
prise to secure a permanent water
supply sufficient for all future growth
indicates a spirit of civic enterprise
which helps to explain why the city
has reached the half million mark dur-
ing the process of construction. But
the greatness of the aqueduct cannot
be measured in financial terms. A
great vision was necessary. Mulhol-
land supplied the vision and Los An-
geles adopted it. Less has been heard
of Lippincott, but it was he who look-
ed after the technical side, sharing the
vision fully at the same time. The
aqueduct so far as completed has come
within the preliminary estimates both
in cost and time. At this end of the
line the distributing system remains
to be completed. And at the other end
it will eventually be necessary to
carry the ditch to an intake many
miles further north and acquire the
Long Valley reservoir site. These
things were included in Mulholland's
original plan but not in the \$23,000,000
estimate. Their completion will give
Los Angeles a supply of water almost
as good as that which Sierra Madre
drinks and large enough for a dense
population covering the land from the
Sierra Madre to the sea.

Los Angeles Likes Noise—

If you don't believe Los Angeles
likes to have a big racket going on all
the time just stick around one of the
new steel frame buildings where the
pneumatic riveters are at work. To
get the full benefit of it just try to
do a little work in an office directly
across the street. And then reflect that
the clatter is wholly unnecessary.
There are machines which clinch the
rivets without the noise. So there is
no excuse for the racket unless peo-
ple like it.

Who's Knocking?—

"Suburbs Knock at Doors of Los
Angeles" is a favorite caption in the
city papers nowadays. Then the daily
papers proceed to tell of delegations
from outside towns imploring the an-
nexation commission to let their com-
munities into the city. But it is a
different story which appears in the
local papers published in the subur-
ban towns from which these "delega-
tions" come. These men who are
"knocking at the door of Los Angeles"
are usually shown to be individuals
seeking information on their own ac-
count or self appointed committees
not having in any degree power to
speak for their home communities.
Some men accepted appointment to
the annexation commission under the
impression that it would be an easy
job with lots of glory attached to "ed-
ucate" the outside towns. But some
of their early visits to the country
districts were received with such cool-
ness that they are said to have lost
a good deal of their liking for the job.
They found glittering generalities
about the glories of the Angel city
carried no weight. When pressed for
specific terms and advantages of an-
nexation they were unable to offer
much that was attractive, except in
those places where aqueduct water
is needed immediately. Begging par-
don for mixing figures, it might be re-
marked that there is so much hot air
about the present annexation move-
ment that the whole thing is a good
deal of a frost.

Another Sex Anomaly—

Can anybody tell why the use of
tobacco by a woman is regarded as
a greater sin than the use of liquor,
while the reverse is true with men?
A majority of men are smokers and
the smokers outnumber the users of
intoxicants by far. Many people who
see no harm in a man's smoking
would look upon his use of any kind of
liquor as quite wrong. On the other
hand, many women are accustomed to
the use of liquor in some form with-
out exciting comment. But if they were
to be caught smoking, ye gods, what
a scandal would be stirred up! To
be sure, there is plenty of smoking
among women, but it is done rather
secretly, which only goes to show how

clearly the distinction is drawn be-
tween the sexes. Curious, isn't it?
Yet more curious the fact that the
world goes along in the same old way
when everybody knows down in his
heart that the race would be better off
without either indulgence.

Gems In Verse**THE INVITATION.**

COME on, brother! Take it easy for a
day.
Let's be truants, blithe and breezy, out
for play.

Here's a spot for pleasant dreaming
Where the slender birches sway.
Here's a pool where trout are gleaming
If your thoughts for fishing stray.
Rest a bit from toil and scheming and
we'll play.

HERE the air is soft and hazy. It's a
crime
Not to linger and be lazy for a time.
So while summer skies are warming
And the heart beats all in rime
Let us steal a day from farming,
From our daily grit and grime.
Let us stop where life is charming for a
time.

THEN when we have rested, neighbor,
Loaded and lathered for a day,
We'll go back again to labor
All the better for our play.
—Berton Braley.

OLD SHIPS.

BY wharves that droop to voiceless
tides
The faded ships remain.
On creaking spars the north wind
rides
And weeps the winter rain.

Gray, battered veterans of the sea,
They swing with listless sway,
Aroused no more by storm wind's glee
Or upward splashing spray.

But in the night when all the din
Of life around is still
Their voices rise in accents thin,
High with the old glad thrill.

They dream of billowing, belled sail,
Of whitecaps gay salute,
Of faroff comrades' cheery hail,
Of seagull's raucous hoot.

Of voyage far, when wind and wave
Called gently from the sea;
Of mates who in a gloomy grave
Shall sleep eternally.

Beside the wharves they strain and swing,
Gray dreamers of the tide;
No more to hear the breakers sing
Or brave the sea wastes wide.
—Arthur Wallace Peache.

27-inch Messaline Silks in all colors
Good quality 75c yd. J. F. Sadler & Co.

Transfer paper for fancy work, at
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With improved streets, curbs and sidewalks,
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Lots \$375 and up**A. N. ADAMS**

Phone Black 8

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**How about a little heat these
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The new Victor Vavor Gas Heaters are
absolutely odorless and inexpensive to
operate.

Large or double room size \$9.50
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Southern Counties Gas Co.

Room G Kersting Court

Phone Main 117

AUTUMN MUSLIN UNDERWEAR

We have the many new things—the entire fall dis-
play is here, and is very attractive. Every garment
is pretty—the materials are light, sheer and dainty.
High and Low-Neck Gowns, \$1.00 up—Lace and Em-
brodered-Trimmed Petticoats, \$1.00 to \$10.00—all
style Drawers, 50c to \$2.75—Children's Drawers, 25c
to 50c—Children's Muslin Gowns, 75c—Corset Covers
50c to \$3.50.

Herman R. Hertel

Fair Oaks 407

PASADENA

41-47 N. Raymond

SYNDICALISM.

Syndicalism is not a revolution-
ary and alarming conception. It
is simply perfected unionism.
In this country the principle has
been more generally designated
"Industrialism." What we are
working immediately for is to
better conditions of labor, to
shorten hours and to eliminate
unemployment. Think what it
would mean in raising the level
of society if every man and wo-
man were sure that so long as
he or she worked honestly there
would always be work to do!
Think what the specter of un-
employment means in decreased
deficiency and economic waste!
Think how senseless it is that
workers should be overdriven
at times and forced to idleness
and starvation in intervening pe-
riods! You tell me that the agi-
tation of industrialism is de-
nounced for breeding "class ha-
tred." Some people are unwill-
ing to admit that there is
"class." I would refer them to
John Ruskin's letters, in which
he described his awakening to
the realization of industrial con-
ditions, and his seven years'
struggle in vain to arouse the
people of his class and his ad-
mission that the ruling class of
England could not be brought to
do justice to the working class
by agitation unsupported by
force.—Tom Mann, English La-
bor Leader.

PRESSURE.

"I can" has aided many a man.
Where high obstructions rose.
To conquer bravely, rather than
Sit down and nurse his woes.

"I will" has often served the
weak
On steep and stony ways
And caused the fearful still to
seek
The sweet reward of praise.

More potent than "I can" and
still
Backed by a sharper thrust
And stronger purpose than "I
will"
Is man's old friend "I must."
—Chicago Record-Herald

Wool Serges in navy and red, 40 to 50
in. wide. All pure wool at 59c, \$1.25
and \$1.50. J. F. Sadler & Co.

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For the correct thing in engraved
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Wizard Fertilizer is sold only on
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Now that cold weather is near at hand, have
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forts—uniform heat throughout your home?

We can give you estimates of cost and can
install the best furnace made at reasonable
prices. Call in and talk it over with us.

**Air-Tight
and Oil Heaters**

If you are not interested in a furnace, you
can find a large assortment of air tight heat-
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heaters. The "New Style Perfection" is a
great improvement over all oil heaters.

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HARDWARE COMPANY**

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Groceries***Fresh Fruit—Vegetables**Everything in Season*

Corner Baldwin and Central

Phone Black 6

Phone Main 6

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We carry a complete stock of drugs, chemicals,
toilet articles, stationery, clinical and house
thermometers, sanitary cups, atomizers, rubber
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We solicit your patronage and guarantee satis-
faction.

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F. H. HARTMAN

Sunday Hours 8—11 a. m. 2—5 p. m.

Phone, Black 25

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